

Serial No. 09/821,969

Atty. Docket No. 19480-2506RE

IN THE CLAIMS:

Please amend claims 1, 8, 13, 20, 25 and 26 as follows:

Claim 1. (twice amended) A method of dynamically coordinating and controlling projectors in a digital information system to display [information] material in public places on at least one display device, said digital information system including a computerized control center having a plurality of communication interfaces, a plurality of computerized devices situated in proximity to said public places and being connected to said control center wherein each of said computerized devices controls at least one projector, and communications drive routine means for permitting at least one [subscribing] external information mediator to [having communications drive routine means for] selectively and transparently connect [connecting] to said control center, said method comprising:

receiving, by said control center, display information transmitted by said external mediators at any time, said display information including booking information, specified by said at least one external mediator, for reserving and controlling a time-period to display said display [information] material;

generating, organizing, and dynamically updating an exposure list in real time, by an exposure handler included in said control center, in accordance with said display information, said exposure list also containing projector control instructions based on said [reservation] booking information;

coordinating and controlling select ones of said projectors by said computer devices, in response to said projector control [instruction] instructions contained in said exposure list, in order to display said display [information] material on said display device in real time,

wherein said display information in said exposure list specifies a content of display, a location of display, a timing of display, and a duration of display [such that said content, said location, said timing, and said duration are

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capable of being independently selected], and said exposure list enables each of said select projectors to independently and instantaneously receive said display information through said computerized devices.

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Claim 8. (twice amended) The method of claim [7] 1, further including a plurality of reserved instruction fields in said exposure list for updating display information with said control instructions received from said external information mediators via one of said communication interfaces.

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Claim 13. (twice amended) A system for dynamically coordinating and controlling projectors to display digital [information] material on at least one display device in public places, said system comprising:

a computerized control center for processing [said] display information and having a plurality of communications interfaces to support data transmissions, said control center including an exposure handler for generating, organizing, and dynamically updating an exposure list in real time in accordance with said display information, said exposure list also containing projector control instructions based on said display information;

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wherein at least one external information mediator can [for transmitting said display information to said control center at any time, each of said mediators being] electronically couple [coupled] to said computerized control center via one of said communication interfaces and selectively and transparently connect [connecting] to said control center through a communications drive routine means to transmit said display information to said control center at any time, said display information including booking information, specified by each of said external mediators, for reserving and controlling a time-period to display said display [information] material;

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a plurality of computerized devices, situated in proximity to said public places, for coordinating and controlling select ones of a plurality of projectors in response to said projector control instructions, each of said computerized devices being electronically coupled to said computerized control center via one of said communication interfaces; and

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wherein said display information in said exposure list specifies a content of display, a location of display, a timing of display, and a duration of display [such that said content, said location, said timing, and said duration are capable of being independently selected], and said exposure list enables each of said select projectors to independently and instantaneously receive information through said computerized devices.

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Claim 20. (twice amended) The system of claim [19] 13, wherein said exposure list includes a plurality of reserved instruction fields for updating display information with said control instructions received from said external information mediators via one of said communication interfaces.

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Claim 25. (amended) A method of selectively displaying digital information at one or more of a plurality of locations, said method comprising:  
receiving control instructions from at least one external information mediator;

using said control instructions to generate an exposure list, said exposure list specifying three or more of the following items:

- i) what information content is to be displayed;
- ii) at which of said plurality of locations said information content is to be displayed;
- iii) when said information content is to be displayed for each location at which content is to be displayed; and

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iv) how long said information content is to be displayed for each location at which content is to be displayed;  
displaying images at one or more of said locations in accordance with said exposure list; and  
permitting said exposure list to be dynamically updated.

Claim 26. (amended) A system for selectively displaying digital information at one or more of a plurality of locations, said system comprising:  
a computerized control center having a plurality of communication interfaces for receiving control instructions from at least one external information mediator, said computerized control center including means for generating and dynamically updating an exposure list from said control instructions, said exposure list specifying three or more of the following items:

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- i) what information content is to be displayed;
  - ii) at which of said plurality of locations said information content is to be displayed;
  - iii) when said information content is to be displayed for each location at which content is to be displayed; and
  - iv) how long said information content is to be displayed for each location at which content is to be displayed;

a computerized device situated at each one of said plurality of locations, each computerized device being electronically coupled to said computerized control center; and

a means for displaying images in accordance with said exposure list associated with each one of said computerized devices.

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